

Visitor Services Project Jean Lafitte National Historical Park and Preserve

Report Summary

- This report describes the results of a visitor study at Jean Lafitte National Historical Park and Preserve during March 13-19, 1991. A total of 447 questionnaires were distributed and 376 returned, an 84% response rate.
- This report profiles Jean Lafitte visitors. A separate appendix has their comments about the park and their visit. A summary of these comments is included in this report and the appendix.
- Visitors were commonly families (56%); often in groups of two (58%). Thirty-two percent of the visitors were 36-50 years old and 29% were 51-65 years old. Most (63%) were on their first Jean Lafitte visit.
- Foreign visitors comprised 7% of the total visitation and commonly came from Canada (48%) and Germany (23%). Americans came from Texas (10%), California (8%), Pennsylvania, New York and Louisiana (each 6%) and many other states.
- Most visitors did general sightseeing, went dining/drinking, visited Bourbon Street, watched street artists, and listened to live music. Jackson Square (97%) and the French Market (94%) were visited by most visitors. Most visitors went to New Orleans to vacation (68%).
- Most visitors (72%) were not aware of the park's existence prior to their visit. The most visited site at Jean Lafitte was the visitor center (79%), followed by Barataria and Chalmette (10% each). Half of the visitors (50%) took an NPS walking tour; 28% did not take an organized tour. Half of the visitors (50%) did not get any information about Jean Lafitte prior to their visit.
- The most important and the highest quality interpretive services according to visitors who used them were walking tours, visitor center personnel, the park brochure/map, and visitor center. The least important interpretive service was sales publications and the lowest quality service was other printed information.
- Most visitor groups (95%) did not have members who lived in the Greater New Orleans Metro area. These groups used commercial airlines (47%) and private cars (34%) to get there.
- Many visitors (72%) would likely use a shuttle from the French Quarter to other units of Jean Lafitte if one were available in the future. In the future, most visitors would prefer a guided tour (67%) than other types of tours. They would prefer tours which last one to two hours (59%). They made many additional comments.

For more information about the Visitor Services Project, please contact Dr. Gary E. Machlis, Sociology Project Leader, University of Idaho Cooperative Park Studies Unit, College of Forestry, Wildlife and Range Sciences, Moscow, Idaho 83843 or call (208) 885-7129.